

Last Received: 10/11/2012 3:35 PM
Showing Buylines: All Lines

Station	WOOD-TV GRAND RAPIDS, MI.
Advertiser	().UPTON FOR ALL OF US
Product	UPTON DOE ALL OF US
Estimate#	3238
Buyer	BEN ANGLE
Phone#	
Fax#	

Agency () NATIONAL MEDIA RESEARCH
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 226/406/3238
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A		:30	\$150.00	10/23-10/26	4	1	4	\$600.00	
		Buyline Comment: NEWS										
	2	M	5A-6A		:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
		Buyline Comment: NEWS										
	3	TU-F	6A-7A		:30	\$400.00	10/23-10/26	8	1	8	\$3,200.00	
		Buyline Comment: NEWS										
	4	M	6A-7A		:30	\$400.00	10/29-10/29	2	1	2	\$800.00	
		Buyline Comment: NEWS										
	5	TU-F	7A-9A		:30	\$650.00	10/23-10/26	4	1	4	\$2,600.00	
		Buyline Comment: TODAY SHOW										
	6	M	7A-9A		:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
		Buyline Comment: TODAY SHOW										
	7	SA	6A-7A		:30	\$150.00	10/27-10/27	2	1	2	\$300.00	
		Buyline Comment: NEWS										
	8	SA	7A-8A		:30	\$275.00	10/27-10/27	2	1	2	\$550.00	
		Buyline Comment: NEWS										
	9	SA	8A-10A		:30	\$375.00	10/27-10/27	2	1	2	\$750.00	
		Buyline Comment: SAT TODAY										
	10	SU	6A-7A		:30	\$125.00	10/28-10/28	2	1	2	\$250.00	
		Buyline Comment: NEWS										

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .UPTON FOR ALL OF US

Product UPTON DOE ALL OF US

Estimate# 3238

Buyer BEN ANGLE

Phone#

Fax#

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& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

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	11	SU	7A-8A		:30	\$250.00	10/28-10/28	2	1	2	\$500.00	
				Buyline Comment: NEWS								
	12	SU	8A-9A		:30	\$600.00	10/28-10/28	1	1	1	\$600.00	
				Buyline Comment: SUN TODAY								
	13	TU-F	12P-1P		:30	\$225.00	10/23-10/26	4	1	4	\$900.00	
				Buyline Comment: NEWS								
	14	M	12P-1P		:30	\$225.00	10/29-10/29	1	1	1	\$225.00	
				Buyline Comment: NEWS								
	15	TU-F	530P-6P		:30	\$675.00	10/23-10/26	4	1	4	\$2,700.00	
				Buyline Comment: NEWS								
	16	M	530P-6P		:30	\$675.00	10/29-10/29	1	1	1	\$675.00	
				Buyline Comment: NEWS								
	17	TU-F	6P-630P		:30	\$1,125.00	10/23-10/26	4	1	4	\$4,500.00	
				Buyline Comment: NEWS								
	18	M	6P-630P		:30	\$1,125.00	10/29-10/29	1	1	1	\$1,125.00	
				Buyline Comment: NEWS								
	19	SA	6P-630P		:30	\$400.00	10/27-10/27	1	1	1	\$400.00	
				Buyline Comment: NEWS								
	20	SA	630P-7P		:30	\$375.00	10/27-10/27	1	1	1	\$375.00	
				Buyline Comment: MARANDA: WHERE U LIVE								
	22	SU	8P-11P		:30	\$500.00	10/28-10/28	0	0	0	\$0.00	
				Buyline Comment: NFL								

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Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

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	23	TU-F	11P-1135P		:30	\$900.00	10/23-10/26	4	1	4	\$3,600.00	
		Buyline Comment: LATE NEWS										
	24	M	11P-1135P		:30	\$900.00	10/29-10/29	1	1	1	\$900.00	
		Buyline Comment: LATE NEWS										
	25	SA	11P-1130P		:30	\$900.00	10/27-10/27	1	1	1	\$900.00	
		Buyline Comment: LATE NEWS										
	26	SU	1130P-12A		:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
		Buyline Comment: LATE NEWS										
	27	TU-F	1135P-1235A		:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00	
		Buyline Comment: TONIGHT SHOW										
	28	M	1135P-1235A		:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
		Buyline Comment: TONIGHT SHOW										
	29	SA	1130P-1A		:30	\$600.00	10/27-10/27	2	1	2	\$1,200.00	
		Buyline Comment: SNL										
	30	SU	6P-7P		:30	\$750.00	10/28-10/28	2	1	2	\$1,500.00	
		Buyline Comment: NEWS										
	31	TU-F	7P-730P		:30	\$450.00	10/23-10/26	4	1	4	\$1,800.00	
		Buyline Comment: INSIDE EDITION										
	32	M	7P-730P		:30	\$450.00	10/29-10/29	1	1	1	\$450.00	
		Buyline Comment: INSIDE EDITION										
	33	F	8P-9P		:30	\$750.00	10/26-10/26	1	1	1	\$750.00	
		Buyline Comment: WHITNEY/COMM										

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Buyer	BEN ANGLE	Flight Dates	10/23/2012 - 10/29/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	35	TU-F	730P-8P		:30	\$400.00	10/23-10/26	4	1	4	\$1,600.00	
		Buyline Comment: INSIDE EDITION										
	36	M	730P-8P		:30	\$400.00	10/29-10/29	1	1	1	\$400.00	
		Buyline Comment: INSIDE EDITION										
	37	SA	7P-8P		:30	\$150.00	10/27-10/27	1	1	1	\$150.00	
		Buyline Comment: ACCESS HOLLYWOOD										
	38	SU	7P-8P		:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
		Buyline Comment: FOOTBALL NIGHT IN AMER										
	39	TU-F	9A-10A		:30	\$300.00	10/23-10/26	1	1	1	\$300.00	
		Buyline Comment: TODAY										
	40	TU-F	10A-11A		:30	\$200.00	10/23-10/26	1	1	1	\$200.00	
		Buyline Comment: TODAY										

---REPORT TOTALS---

Report Totals: 79 / \$38,100.00

---SALES MONTHLY TOTALS---

Oct 12: 68 / \$32,425.00 Nov 12: 11 / \$5,675.00

Sales Totals: 79 / \$38,100.00

Station Totals: 79 / \$38,100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$38,100	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

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Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
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Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE